

FOCUS 2030



**JASPER, ALABAMA
STRATEGIC PLAN
2026 - 2030**



| FOCUS 2030

FOCUS 2030 STRATEGIC PRIORITIES

F. FISCAL RESPONSIBILITY

O. OPPORTUNITY AND ECONOMIC DEVELOPMENT

C. COMMUNITY AND QUALITY OF LIFE

U. UPGRADED INFRASTRUCTURE

S. SCHOOLS AND SERVICES

Putting FOCUS 2030 Into Action

FOCUS 2030 is a living document. Progress will be reviewed regularly, with updates provided to City leadership and the public. Strategic priorities will be adjusted as needed to respond to emerging needs, funding opportunities, and community input while remaining aligned with the goals, outcomes, and timelines of this plan.

FOCUS Areas Overview

This document outlines goals, objectives, action items, outcomes, timelines, and performance indicators for each focus area.



MISSION

The City of Jasper is committed to responsible stewardship, strategic growth, and collaborative leadership to enhance quality of life, strengthen our economy, and serve our community with integrity and accountability.

VISION

Jasper is a resilient, welcoming, and forward-looking community where people want to live, work, learn, and invest, supported by strong infrastructure, thoughtful governance, and engaged partnerships.



F. Fiscal Responsibility

GOVERNMENT EXCELLENCE AND FISCAL RESILIENCY



GOAL:

**STRENGTHEN LONG-TERM FISCAL RESILIENCY
WHILE IMPROVING EFFICIENCY, TRANSPARENCY,
AND SERVICE DELIVERY ACROSS CITY
GOVERNMENT.**

OBJECTIVES:

- Enhance long-term financial planning and budgeting practices
- Improve internal coordination and operational efficiency
- Strengthen transparency, accountability, and customer service
- Strategically pursue grants and external funding to support City priorities

KEY ACTION ITEMS:

- Maintain a multi-year financial forecast aligned with capital and operational planning
- Review and modernize policies, procedures, and workflows to improve efficiency
- Expand staff training and leadership development within City government
- Increase coordination around grant identification, application, and management

OUTCOMES:

- Improved fiscal stability and preparedness
- More efficient and responsive City services
- Increased use of grant funding to support strategic initiatives

TIMELINE:

- Ongoing from 2026 through 2030 with annual evaluation

0. Opportunity & Economic Development



ECONOMIC ALIGNMENT AND STRATEGIC PARTNERSHIPS



GOAL:

LEVERAGE OPPORTUNITY BY STRENGTHENING ALIGNMENT AMONG ECONOMIC DEVELOPMENT PARTNERS AND RESOURCES TO SUPPORT A THRIVING AND SUSTAINABLE LOCAL ECONOMY.

OBJECTIVES:

- Improve coordination among local and regional economic development entities
- Support business retention, expansion, and entrepreneurship
- Strengthen workforce alignment with community needs
- Expand partnerships to achieve shared community goals

KEY ACTION ITEMS:

- Align strategies and communication among economic development organizations
- Support targeted retail and industrial recruitment efforts
- Strengthen collaboration with education and workforce partners
- Pursue grant opportunities that support economic and workforce initiatives

OUTCOMES:

- More coordinated and effective economic development efforts
- Stronger support for existing and emerging businesses
- Improved alignment between workforce needs and available resources

TIMELINE:

- Alignment and planning in 2026
- Ongoing partnership implementation and refinement through 2030

C. Community & Quality of Life



COMMUNITY WELL-BEING AND PUBLIC SPACES



GOAL:

ENHANCE COMMUNITY WELL-BEING BY INVESTING IN SAFE NEIGHBORHOODS, ACCESSIBLE RECREATION, CULTURAL AMENITIES, AND COMPASSIONATE COMMUNITY SOLUTIONS.

OBJECTIVES:

- Improve parks, recreation, and public spaces
- Support arts, culture, and community engagement
- Strengthen public safety and neighborhood vitality
- Implement a coordinated homelessness response

KEY ACTION ITEMS:

- Advance planning and development of a City sports complex
- Invest in recreational and park improvements throughout the city
- Implement the City of Jasper Homelessness Response Framework with defined outcomes and timelines
- Pursue grants to support quality of life and community-based initiatives

OUTCOMES:

- Increased access to recreation and cultural opportunities
- Safer and more vibrant neighborhoods
- A coordinated and measurable approach to homelessness

TIMELINE:

- Planning and early implementation in 2026 and 2027
- Continued development and evaluation through 2030

U. Upgraded Infrastructure



INFRASTRUCTURE AND BUILT ENVIRONMENT WITH EMPHASIS ON RESILIENCY



GOAL:

INVEST IN RESILIENT INFRASTRUCTURE THAT SUPPORTS GROWTH, SAFETY, AND LONG-TERM COMMUNITY NEEDS.

OBJECTIVES:

- Improve roads, utilities, and public facilities
- Strengthen infrastructure resiliency and long-term maintenance planning
- Support housing, downtown, and neighborhood improvements

KEY ACTION ITEMS:

- Prioritize infrastructure projects based on condition, safety, and economic impact
- Integrate resiliency into capital improvement planning
- Coordinate infrastructure investments with economic and community development efforts
- Actively pursue state, federal, and foundation grants to fund infrastructure projects

OUTCOMES:

- More reliable and resilient infrastructure systems
- Improved capacity to support development and quality of life
- Reduced long-term maintenance and emergency repair costs

TIMELINE:

- Capital planning and prioritization in 2026
- Phased project implementation from 2026 through 2030
- Ongoing assessment and adjustment as funding and opportunities arise

S. Schools & Services



EDUCATION, LEADERSHIP, AND ESSENTIAL CITY SERVICES



GOAL:

SUPPORT EDUCATIONAL SUCCESS, LEADERSHIP DEVELOPMENT, AND EFFECTIVE DELIVERY OF ESSENTIAL SERVICES THROUGH STRONG PARTNERSHIPS AND COORDINATED PLANNING.

OBJECTIVES:

- Strengthen partnerships with local school systems and postsecondary institutions
- Support youth leadership and civic engagement
- Improve delivery of essential City services

KEY ACTION ITEMS:

- Support leadership development initiatives, including the Jasper Junior City Council
- Partner with Bevill State Community College, the Walker Area Community Foundation, and the Walker College Foundation in the Carl Elliott Institute
- Align education and leadership initiatives with workforce and civic goals
- Improve animal control operations and advance plans for an improved animal shelter through appropriate City departments
- Pursue grant funding to support education, leadership, and service improvements

OUTCOMES:

- Stronger youth leadership and civic engagement
- Improved alignment between education and community goals
- Enhanced delivery of essential City services

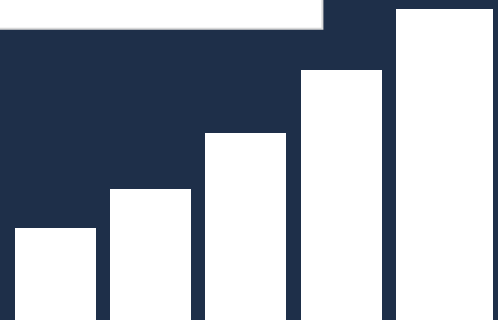
TIMELINE:

- Partnership expansion and program development beginning in 2026
- Continued growth and evaluation through 2030

Performance Indicators and Outcomes

Each focus area includes measurable indicators to track progress annually. These indicators may be refined as implementation progresses.

<u>FOCUS Area</u>	<u>Performance Indicators</u>	<u>Target Timeline</u>
Fiscal Responsibility	Balanced budgets, grant dollars secured, operational efficiency improvements	Annual
Opportunity & Economic Development	Business expansions, partner alignment initiatives, workforce programs	2026–2030
Community & Quality of Life	Recreation projects completed, homelessness outcomes, community participation	2026–2030
Upgraded Infrastructure	Capital projects delivered, infrastructure condition improvements	2026–2030
Schools & Services	Leadership programs supported, service delivery improvements	2026–2030



Contact Us



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The City of Jasper remains committed to open communication and ongoing engagement with the community as we work to advance the priorities outlined in the FOCUS 2030 Strategic Plan. This plan serves as a guiding framework for decision-making, investments, and partnerships that will help shape Jasper's future over the next five years. The City extends its sincere appreciation to the many residents, stakeholders, business owners, and community partners who shared their time, insight, and perspectives throughout this planning process. Their input played an important role in helping identify the priorities and opportunities that will guide Jasper's continued growth and success.

The City also recognizes and thanks the dedicated employees and leadership who contributed their expertise and support in developing this plan and facilitating the community engagement process. Community involvement will continue to play an essential role as FOCUS 2030 moves forward. Residents, businesses, and community partners are encouraged to stay engaged as the City works to strengthen infrastructure, expand economic opportunity, enhance quality of life, and deliver responsive and effective services. For additional information about FOCUS 2030 or to connect with City leadership, please visit the City of Jasper website or contact City Hall.

